AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-77.   (CANCELED)

78.   (NEW) A point management system to manage points issued to each customer of a plurality of customers who receives service according to an amount of points, comprising:

a customer identification unit to identify each customer according to a customer identification information;

a storing unit to store points for each customer;

a calculation unit to calculate an amount of points for each customer's current transaction using a predetermined calculation rate;

an issuing unit to issue the calculated amount of points;

an accumulation unit to accumulate the issued points to the stored points for each customer; and

a changing unit to change the predetermined calculation rate.

79.   (NEW) The point management system of claim 78, wherein the changing unit changes the predetermined calculation rate for each customer's current transaction according to each customer's past transaction record.

80.   (NEW) The point management system of claim 79, wherein each customer's past transaction record comprises a number of times of customer transactions.

81.   (NEW) The point management system of claim 79, wherein each customer's past transaction record comprises a number of times of customer access to the point management system through a terminal.

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82.   (NEW) The point management system of claim 78, wherein the changing unit changes the predetermined calculation rate for each object in each customer's current transaction.

83.   (NEW) The point management system of claim 78, wherein the changing unit changes the predetermined calculation rate for each customer's current transaction according to a time zone of the transaction.

84.   (NEW) The point management system of claim 78, wherein the changing unit changes the predetermined calculation rate for each customer's current transaction according to a day of the transaction.

85.   (NEW) The point management system of claim 78, wherein the changing unit changes the predetermined calculation rate for each customer's current transaction according to an area of the transaction.

86.   (NEW) The point management system of claim 78, further comprising:
a notifying unit to notify each customer of the stored and issued points via a terminal.

87.   (NEW) A point management system to manage points issued to each customer of a plurality of customers who receives service according to an amount of points, comprising:
a customer identification unit to identify each customer according to a customer identification information;
a storing unit to store points for each customer;
a calculation unit to calculate an amount of points for each customer's current transaction using a predetermined calculation rate;
an issuing unit to issue the calculated amount of points;
an accumulation unit to accumulate the issued points to the stored points for each customer; and
a changing unit to change a total amount of accumulated points according to a frequency of each customer's transactions.

88.   (NEW) The point management system of claim 87, further comprising:

a notifying unit to notify each customer of the stored and issued points via a terminal.

89.   (NEW) A method of managing points issued to each customer of a plurality of customers who receives service according to an amount of points, comprising:

identifying each customer according to a customer identification information;

storing points for each customer;

calculating an amount of points for each customer's current transaction using a predetermined calculation rate;

issuing the calculated amount of points;

accumulating the issued points to the stored points for each customer; and

changing the predetermined calculation rate.

90.   (NEW) The method of claim 89, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to each customer's past transaction record.

91.   (NEW) The method of claim 90, wherein each customer's past transaction record comprises a number of times of customer transactions.

92.   (NEW) The method of claim 90, wherein each customer's past transaction record comprises a number of times of customer access to the point management system through a terminal.

93.   (NEW) The method of claim 89, wherein the changing operation changes the predetermined calculation rate for each object in each customer's current transaction.

94.   (NEW) The method of claim 89, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to a time zone of the transaction.

95.   (NEW) The method of claim 89, wherein the changing operation changes the

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predetermined calculation rate for each customer's current transaction according to a day of the transaction.

96. (NEW) The method of claim 89, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to an area of the transaction.

97. (NEW) The method of claim 89, further comprising:
notifying each customer of the stored and issued points via a terminal.

98. (NEW) A method of managing points issued to each customer of a plurality of customers who receives service according to an amount of points, comprising:
identifying each customer according to a customer identification information;
storing points for each customer;
calculating an amount of points for each customer's current transaction using a predetermined calculation rate;
issuing the calculated amount of points;
accumulating the issued points to the stored points for each customer; and
changing a total amount of accumulated points according to a frequency of each customer's transactions.

99. (NEW) The method of claim 99, further comprising:
notifying each customer of the stored and issued points via a terminal.

100. (NEW) A machine-readable medium that provides instructions for managing points issued to each customer of a plurality of customers who receives service according to an amount of points, which, when executed by a machine, cause the machine to perform operations comprising:
identifying each customer according to a customer identification information;
storing points for each customer;
calculating an amount of points for each customer's current transaction using a predetermined calculation rate;

issuing the calculated amount of points;

accumulating the issued points to the stored points for each customer; and

changing the predetermined calculation rate.

101. (NEW) The machine-readable medium of claim 100, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to each customer's past transaction record.

102. (NEW) The machine-readable medium of claim 101, wherein each customer's past transaction record comprises a number of times of customer transactions.

103. (NEW) The machine-readable medium of claim 101, wherein each customer's past transaction record comprises a number of times of customer access to the point management system through a terminal.

104. (NEW) The machine-readable medium of claim 100, wherein the changing operation changes the predetermined calculation rate for each object in each customer's current transaction.

105. (NEW) The machine-readable medium of claim 100, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to a time zone of the transaction.

106. (NEW) The machine-readable medium of claim 100, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to a day of the transaction.

107. (NEW) The machine-readable medium of claim 100, wherein the changing operation changes the predetermined calculation rate for each customer's current transaction according to an area of the transaction.

108. (NEW) The machine-readable medium of claim 100, wherein the instructions

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cause the machine to perform operations further comprising:

notifying each customer of the stored and issued points via a terminal.

109.   (NEW) A machine-readable medium that provides instructions for managing points issued to each customer of a plurality of customers who receives service according to an amount of points, which, when executed by a machine, cause the machine to perform operations comprising:

identifying each customer according to a customer identification information;

storing points for each customer;

calculating an amount of points for each customer's current transaction using a predetermined calculation rate;

issuing the calculated amount of points;

accumulating the issued points to the stored points for each customer; and

changing a total amount of accumulated points according to a frequency of each customer's transactions.

110.   (NEW) The machine-readable medium of claim 109, wherein the instructions cause the machine to perform operations further comprising:

notifying each customer of the stored and issued points via a terminal.

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